

(CLASSIFICATION)

ER 64-411

CENTRAL INTELLIGENCE AGENCY

EXECUTIVE MEMORANDUM

OFFICE OF THE DIRECTOR

EXECUTIVE MEMORANDUM No. 121

DATE 16 January 1964

TO:

Deputy Director (Plans)
 Deputy Director (Intelligence)
 Deputy Director (Science & Technology)
 Deputy Director (Support)
~~Comptroller~~
 Inspector General
 General Counsel
 Assistant Director for National Estimates
Ass't Dir for Current Intelligence
Chairman, Watch Committee
Mr. Paul Chretien

ROOM NO.

3 C 34

ER 64-728, 1/29/64

7 E 32

ER 64-1035, 2/10/64

3 E 13

7 D 18

ER 64-1163, 2/13/64

7 D 49

7 D 07

7 E 47

7 G 15

3 E 13

1 F 08

ILLEGIB

Copies: DDCI

ExecDir - Compt. ✓

DCI

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S/L BIC

advised on 20 Feb.

that they would not reply
 in writing. Dr. Whelan will
 talk to Mr. K. about it.

This memorandum contains information for the addressees. Addressees may give this memorandum additional circulation within their components as required. All copies should be destroyed, not filed, upon completion of circulation. A master file will be kept in the Executive Director's Office and will be available upon request.

(CLASSIFICATION)

GROUP 1
 Excluded from automatic
 downgrading and
 declassification

SECRET
THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON 25, D.C.

16 January 1964

MEMORANDUM FOR: Executive Committee

SUBJECT : Agency Relations with News Media

1. Policy guidance concerning the handling of relations with news media will be issued from time to time by the Director or Deputy Director, and under no circumstances is to be changed or modified except by the Director or Deputy Director in written form, or orally and confirmed by implementing memorandum.

2. News media contact for background briefings are to be on a non-attributable basis and are to involve areas of discussion approved by the Director or the Deputy Director after coordination by him with the White House, Department of State, and the Department of Defense, as appropriate. Such briefings must always be conducted on an individual and never on a collective basis and with customary care to avoid disclosures with respect to intelligence information, estimates or administration policy resulting therefrom. Briefings involving attribution should be avoided at all times except under the specific authority of the Director or Deputy Director, such authority to be granted after receipt of policy guidance from the White House.

3. As a general rule, in the absence of specific instructions and coordination in accordance with paragraph 2 preceding, CIA shall make no releases on any of its estimates, analyses, or reports, whether classified or not. It is considered preferable that such releases be made, if at all, by departments or agencies other than CIA.

4. The substance of personal contacts with individuals of the press, either socially or otherwise, will be recorded in a memorandum for the record as is the Agency's present practice, and a copy forwarded to Mr. Chretien for his information.


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EYES ONLY

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5. It continues to be my desire to create an "image" of CIA which identifies the Agency with its statutory responsibility for assembling, analyzing, and evaluating all intelligence of national significance and reporting the substance of this intelligence to policy makers. This image can be conveyed by emphasizing the Agency's statutory role, as contrasted to its operational activities, in private discussions with our counterparts in Government, with members of Congress and in occasional meetings with influential members of the press or general public. It is not desirable in discussions of this character to refer to operational achievements or substantive production or to make any statements bearing or susceptible to attribution.

6. As recent publicity involving the Agency has probably had a varying impact upon different components, Deputy Directors are requested to submit to the DDCI statements which assess the implications of this publicity for their particular areas with recommendations as to what action they consider appropriate to accomplish the purpose outlined in paragraph 5.



John A. McCone
Director

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EYES ONLY